

Message Text

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TO AMEMBASSY BRASILIA PRIORITY

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS STATE 201643

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: PROMOTION EVENT SCHEDULES FY 1977, FY 1978; FY
1977 CCP

1. FOLLOWING SCHEDULE PROMOTION EVENTS FOR BRAZIL DEVELOPED FOR EMBASSY CONSIDERATION, ENCOMPASSING FY 1977 AND FY 1978: PULP & PAPER MACHINERY - TRADE MISSION - DECEMBER 1976; ENERGY SYSTEMS - TRADE MISSION - APRIL 1977 (WITH COLOMBIA & ECUADOR); INDUSTRIAL PROCESS CONTROL EQUIPMENT TRADE CENTER EXHIBITION (TCE) - JULY 1977; PLASTICS INDUSTRY PRODUCTION EQUIPMENT TCE - SEPT. 1977; PRINTING & GRAPHIC ARTS EQUIPMENT TCE - OCTOBER 1977; MINING & MATERIALS HANDLING EQUIPMENT TCE - NOVEMBER 1977; POLLUTION CONTROL EQUIPMENT TCE - DECEMBER 1977; HEALTH CARE INDUSTRIES EQUIPMENT TCE - MARCH 1978; METALWORKING & FINISHING EQUIPMENT TCE - APRIL 1978; AVIONICS/GROUND SUPPORT UNCLASSIFIED

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EQUIPMENT TCE - JUNE 1978; FOOD PROCESSING & PACKAGING EQUIPMENT TCE - JULY 1978; ELECTRONICS COMPONENTS TCE - SEPTEMBER 1978.

2. SCHEDULE DEVELOPED BEARING IN MIND BRAZILIAN MINISTRY OF INDUSTRY & COMMERCE MUST AUTHORIZE EVENT SCHEDULES AT LATER DATE, AND ATTEMPTING AVOID TIMING CONFLICTS WITH BRAZILIAN SHOWS. SPECIFICALLY, WE AWARE OF FOLLOWING

IMPORTANT BRAZILIAN (SAO PAULO) SHOWS: PRINT-PACK - MARCH 1977; AGRICULTURAL MACHINERY & FOOD PROCESSING EQUIPMENT - JULY 1977; TEXTILE MACHINERY, SUCESU EDP, AND MEDEX EVENTS - OCTOBER 1977; MACHINE TOOL/ELECTRO-ELECTRONIC INTERNATIONAL SHOW - NOVEMBER 1977; ENERGY EXHIBITION - MARCH 1978; FUSE BUSINESS EQUIPMENT (PROBABLE) - MAY 1978. WOULD APPRECIATE EMBASSY REVIEW AND UPDATE THIS LISTING ;AJOR BRAZILIAN SHOWS IN CONJUNCTION WITH EMBASSY'S RESPONSE TO EVENT SCHEDULE. AFTER AGREEMENT BETWEEN EMBASSY AND WASHINGTON ON EVENT SCHEDULE, SCHEDULE SHOULD BE SHOWN INFORMALLY TO BRAZILIAN MINISTRY OF COMMERCE & INDUSTRY TOGETHER WITH RATIONALE THAT OUR SMALL, TWENTY-FIVE EXHIBITOR, EXHIBITIONS ARE SPACED SUFFICIENTLY APART FROM MAJOR BRAZILIAN SHOWS SO AS NOT TO CONFLICT. AN INFORMAL POSITIVE RESPONSE SHOULD BE SOUGHT.

3. WE ADVISED BY PETER NADAS (SAO PAULO 1468) THAT JULY A QUESTIONABLE MONTH FOR EXHIBITIONS DUE TO SCHOOL AND FAMILY VACATIONING. HOWEVER MANY IMPORTANT BRAZILIAN EXHIBITIONS TAKE PLACE IN JULY. SINCE PROPOSED TRADE CENTER OPENING EXHIBITION IN JULY, REQUEST EMBASSY ADVISE ON MATTER.

4. PROPOSED SCHEDULE FOR TRADE CENTER CONTAINS BROAD THEMES WITH PROGRAM EXPERIENCE WORLD-WIDE, THEMES WHICH ARE COMMERCE TARGET MARKETS. POST'S REPORTING OF "BEST PROSPECTS" BROAD THEMES (BRASILIA 3576, APRIL 27, 1976 AND RIO 510, FEBRUARY 14, 1975) AND NARROWER THEMES (RIO A-33, APRIL 7, 1976) HAVE BEEN CAREFULLY REVIEWED. ALTERNATE THEMES CONSIDERED HAVE INCLUDED: AUTOMOTIVE MAINTENANCE EQUIPMENT, BUILDING & CONSTRUCTION EQUIPMENT, LABORATORY INSTRUMENTS, COMMUNICATIONS EQUIPMENT, CHEMICAL/PETRO-CHEMICAL EQUIPMENT, COMPUTERS AND BUSINESS EQUIPMENT, UNCLASSIFIED

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ELECTRIC ENERGY SYSTEMS, PACKAGING MACHINERY, MARINE AND SHIPBOARD EQUIPMENT, TRAINING AIDS/EDUCATIONAL EQUIPMENT. FOR VARIOUS REASONS, INCLUDING SCHEDULING CONFLICTS, THESE ALTERNATIVES DROPPED OUT OF PROPOSED SCHEDULE. FROM THESE ALTERNATIVE THEMES, AND OTHER EMBASSY MAY SUGGEST, FY 1979 PROGRAM WILL BE DEVELOPED, OR HOLES FILLED IN FY 1978 AS NECESSARY.

5. EMBASSY SHOULD BEAR IN MIND THAT FIRST EXHIBITIONS IN A NEW TRADE CENTER ARE VITAL TO ITS IMAGE AND FUTURE SUCCESS. HENCE EVENT PROGRAMMING FOR SAO PAULO TRADE CENTER HAS PRIORITY IN COMMERCE DEPARTMENT OVER OTHER TRADE CENTERS, TO ENABLE PREPARATION OF STRONGEST POSSIBLE

SCHEDULE FOR FIRST YEAR.

6. STATUS OF MARKET RESEARCH AVAILABILITY (I.E. RESEARCH IN HAND EIGHT MONTHS BEFORE SCHEDULED EVENT, DATED NOT

MORE THAN TWO YEARS PRIOR TO SCHEDULED COMMENCEMENT OF RECRUITMENT OF EXHIBITORS, AND CONCLUDING AFFIRMATIVELY ON MARKET) FOR PROPOSED TRADE CENTER EXHIBITIONS IS AS FOLLOWS: (1) MARKET RESEARCH UNAVAILABLE FOR INDUSTRIAL PROCESS CONTROL EQUIPMENT, PLASTICS INDUSTRY PRODUCTION EQUIPMENT, MINING & MATERIALS HANDLING EQUIPMENT, POLLUTION CONTROL EQUIPMENT, METALWORKING EQUIPMENT, AVIONICS/GROUND SUPPORT EQUIPMENT, AND FOOD PROCESSING AND PACKAGING EQUIPMENT THEMES; (2) MARKET RESEARCH AVAILABLE (OR WILL BE AVAILABLE IN TIME, AND PRESUMABLY WITH A FAVORABLE FINDING) FOR GRAPHIC ARTS EQUIPMENT, HEALTH CARE INDUSTRIES, AND ELECTRONIC COMPONENTS THEMES (LAST MENTIONED MIGHT BE COMBINED WITH ELECTRONICS INDUSTRY: PRODUCTION & TEST EQUIPMENT).

7. TO OBTAIN NEEDED RESEARCH THE FOLLOWING IS PROPOSED:

(1) INDUSTRIAL PROCESS CONTROL EQUIPMENT: A POST CONDUCTED UPDATE OF EXISTING MARKET RESEARCH (STATE 191751 AND SAO PAULO 1858); (2) PLASTICS INDUSTRY PRODUCTION EQUIPMENT: STUDY DUE BY END DECEMBER BY A COMMERCE DEPARTMENT MARKET RESEARCH OFFICER (MRO) PERMANENTLY ASSIGNED TO TRADE CENTER AND ARRIVING SAO PAULO EARLY OCTOBER; (3) MINING & MATERIALS HANDLING EQUIPMENT: DUE BY MID-FEBRUARY UNCLASSIFIED

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BY MRO; (4) POLLUTION CONTROL EQUIPMENT: MRO UPDATE OF DECEMBER 1974 RESEARCH STUDY AND DUE BY END MARCH; (5) METALWORKING EQUIPMENT: MRO UPDATE OF FEBRUARY 1974 RESEARCH AND DUE END JULY; (6) AVIONICS/GROUND SUPPORT EQUIPMENT: STUDY BY MRO DUE END SEPTEMBER; (7) FOOD PROCESSING AND PACKAGING EQUIPMENT: STUDY BY MRO, WHO WILL WORK TO EXTENT POSSIBLE WITH MARKET RESEARCH FIRM PRODUCING GMS STUDY DUE FEBRUARY 1978, AND DELIVER MRO PRODUCT BY END OCTOBER 1977.

8. FOREGOING PROMOTIONAL SCHEDULE WOULD ENTAIL FOLLOWING CHANGES IN FY-1977 CCP:

A. DELETION FROM BIOMEDICAL CAMPAIGN (NO. 3) OF REFERENCE, IN HIGHLIGHTS, TO TC EXHIBITION AND ELIMINATION OR MODIFICATION OF ACTION 3. WE BELIEVE CAMPAIGN SHOULD BE RETAINED IN FY-1977 AND REPEATED IN FY-1978, SUBJECT TO MISSION CONCURRENCE, IN ORDER TO LAY GROUNDWORK FOR AND MAXIMIZE RESULTS OF PRESENTLY PLANNED MARCH, 1978 BIOMEDICAL TC SHOW. REQUEST MISSION RECOMMENDATIONS FOR ADDITIONAL ACTIONS AND APPROPRIATE NEW ENTRY UNDER HIGHLIGHTS. ONE NEW ACTION MIGHT CENTER ON EVALUATION OF BIOMEDICAL GMS

RESEARCH NOW UNDERWAY WITH PARTICULAR REFERENCE TO ITS BEARING ON PLANNED MARCH SHOW.

B. ADDITION TO CAMPAIGN NO. 4 HIGHLIGHTS OF REFERENCE TO TC SHOW ON PLASTICS INDUSTRY PRODUCTION EQUIPMENT IN LIEU PROPOSED "NON-TC PROMOTIONAL EVENT" (POSSIBLE TRADE MISSION WITH INVESTMENT EMPHASIS); DELETION OF PRESENT ACTION NO. 4 AND REPLACEMENT WITH ACTION TO "PROVIDE SUPPORT FOR TC EVENT ON PLASTICS INDUSTRY PRODUCTION EQUIPMENT." POST ENTHUSIASM FOR THIS THEME WAS IMPORTANT FACTOR IN PRESENT PROPOSAL THEME BE USED AS SECOND EXHIBITION IN TRADE CENTER.

C. ENERGY SYSTEMS TRADE MISSION MAY BE HANDLED EITHER BY INCLUSION UNDER EXTRA-HIGH VOLTAGE TRANSMISSION SYSTEMS NON-CAMPAIGN INITIATIVE OR SIMPLY INCLUDED IN TABLE II(A), ALONG WITH THE PULP AND PAPER MISSION, AS AN ADDITIONAL TRADE PROMOTION EVENT TO WHICH SUPPORT IS TO BE PROVIDED AND RESOURCES TO BE ALLOCATED. INCLUDING PROPOSED DIRECT UNCLASSIFIED

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REDUCTION CONFERENCE, ITEM 1, TABLE II(A) WOULD NOW NUMBER 5 EVENTS. -

D. MARKET RESEARCH ACTIVITIES (NON-CAMPAIGN INITIATIVE ACTIVITY NUMBER FIVE). SUGGEST FIRST PARAGRAPH THIS PAGE NOW CONSIST OF ONE SENTENCE TO READ: "DURING FY 1977 MISSION SUPPORT WILL BE REQUIRED FOR FOUR CONTRACTED MARKET RESEARCH STUDIES TO BE COMMISSIONED UNDER THE GLOBAL MARKET RESEARCH PROGRAM, WITH THEMES AND WASHINGTON BID REQUEST AIRGRAM DATES INDICATED BELOW." SECOND PARAGRAPH, LISTING SPECIFIC GMS STUDIES, WOULD OMIT ANY REFERENCE TO POST CONDUCTED STUDIES AND WOULD READ AS FOLLOWS: GLOBAL MARKET RESEARCH ACQUISITIONS IN FY 1977:

-ELECTRONIC COMPONENTS - OCTOBER 1976;

-PROCESS CONTROL INSTRUMENTATION - FEBRUARY 1977;

-FOOD PROCESSING AND PACKAGING EQUIPMENT - JUNE 1977;

-METALWORKING AND FINISHING EQUIPMENT - SEPT. 1977.

A FINAL PARAGRAPH IS SUGGESTED TO READ AS FOLLOWS: IN SUPPORT OF THE NEW TRADE CENTER THE MISSION WILL UPDATE EXISTING MARKET RESEARCH ON INDUSTRIAL PROCESS CONTROL EQUIPMENT. -

9. IF PROPOSED FY-1977 PROMOTION SCHEDULE ACCEPTABLE AS STANDS, REQUEST EMBASSY CONCURRENCE WITH FOREGOING CHANGES IN CCP, OR ALTERNATIVE EMBASSY PROPOSALS. SECTION V TABLES, NOT YET RECEIVED AND PRESUMABLY STILL UNDER PREPARATION AT POST, WOULD REQUIRE ADJUSTMENTS TO REFLECT DIFFERING RESOURCE ALLOCATIONS ENTAILED IN CCP CHANGES IF TABLES HAVE BEEN FORWARDED, PLEASE INCLUDE ITEM CHANGES REQUIRED IN YOUR RESPONSE.

10. REQUEST ASAP MISSION'S SPECIFIC RECOMMENDATION REGARDING PROPOSED ENERGY SYSTEMS TRADE MISSION APRIL 1977.

MARKET RESEARCH STUDY STATED MARKET WARRANTS TECHNICAL SALES SEMINAR. IF MISSION BELIEVES PRESENT & FORESEEN ECONOMIC SITUATION AS IT EFFECTS THIS SECTOR WARRANTS TRADE MISSION NEXT APRIL, REQUEST MISSION ADVISE PROPOSED CITY STOPS IN BRAZIL AND AREAS OF EMPHASIS FOR RECRUITMENT MISSION MEMBERS.

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11. DUE DATE FOR COUNTRIES' REPLIES FY 1978 PROPOSED PROGRAMS IS AUGUST 20. SPECIAL SITUATION REGARDING BRAZIL PROGRAM DELAYED PREPARATION THIS CABLE. REQUEST EMBASSY REPLY AS CLOSE AUGUST 20 AS POSSIBLE. ROBINSON

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